**'Go for your life' explained**

The Victorian Government is committed to promoting the health and wellbeing of all Victorians.   
  
The Government is concerned about the increasing prevalence of obesity and chronic diseases. Research shows concerning trends in levels of overweight, obesity and diabetes in the Victorian population, particularly among young people. By improving eating and physical activity habits, the development of chronic diseases like diabetes and cardiovascular disease could be prevented, with significant personal, social and economic benefits.   
  
**Investment and Collaborative Action**  
With overwhelming evidence supporting the social, health, economic and environmental benefits of healthy and active lifestyles, the Government is spearheading a whole of Government and community approach aimed at building a healthy and more active Victoria.   
  
In recognition of the importance of working to increase levels of physical activity and healthy eating and to address the rising prevalence of obesity and diabetes, the Government announced in the 2006 election that $132 million would be invested over four years to promote good health and wellbeing.   
  
The Government recognises that action needs to occur at all levels of our community if the range of benefits available through increased levels of physical activity and healthy eating are captured. Similarly, multi-sectorial and multi-intervention approaches, which are responsive to the broad physical, social, economic and cultural environments, are required.   
  
Within this context, a co-ordinated approach across Government has been developed under ‘Go for your life’, to identify areas for collaborative investment, opportunities for building on existing activities and integrated stakeholder engagement.   
  
**Community focus**  
‘Go for your life’ includes a significant investment in a range of community-based programs. Where possible, these programs build on existing community building activities and target socio-economically disadvantaged and isolated areas. These programs will provide support at the community level to achieve sustained change.   
  
Community ownership is an important aspect of the strategy, including the prioritisation of need and selection of activities/interventions. The aim will be to create a culture and commitment to local environments and services that support healthy lifestyles.  
  
**Specific focus**  
It is also recognised that emphasis on children provides the greatest capacity for prevention of health related issues, which also provides the opportunity to engage and involve parents and others. Specific activities will therefore be developed for implementation in childhood settings including schools, childcare services and maternal and child health programs.  
  
Targeted programs are also to be developed for senior Victorians. In addition there will be specific diabetes prevention interventions.  
  
The Government also recognises the importance of engaging Victorians from culturally and linguistically diverse backgrounds (CALD) to take up healthier and more active lifestyles. It has funded tailored programs for high risk groups within this community.